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bluePrint

OFFICIAL PUBLICATION OF THE CITY OF MARIETTA

Spring 2007

Welcome!

Blueprint Marietta will keep you up-to-date on city's revitalization

Welcome to the first issue of *Blueprint Marietta*! During the next 24 months, over \$344 million in new development offering over 900 residential housing options at 11 convenient locations will be under construction in the heart of Marietta. Exciting changes are taking place all over our city because of a defined vision you helped create.

Blueprint Marietta is a new quarterly publication from the city of Marietta for residents and businesses to help keep you informed about our citywide revitalization. Each issue will include information on the city's plans for future redevelopment, progress in meeting goals, and how all of the projects fit into a master plan to remake parts of our city while retaining its historic charm and sense of community.

To ensure *Blueprint Marietta* meets your needs, we welcome your ideas for future stories, as well as your suggestions for building a great community. After all, it's your city, and our progress depends on your input.

Please submit your comments and suggestions to blueprint@mariettaga.gov. We look forward to hearing from you and to keeping you informed about all the great things happening in Marietta. ❀

www.mariettaga.gov

Marietta Cuts Crime Nearly Half

The city of Marietta reduced crime 46.6 percent from 1997 to 2006. Statistics showed total crime in 2006 was down almost half compared to 1997. Meanwhile, officials are drafting plans to target areas needing further attention.

"I'm proud of the work our police officers are doing to make the community safer for our citizens," Marietta City Manager Bill Bruton said. "The department's leadership team and the police officers' commitment to working with residents were important to our success in reducing crime during the period."

The Marietta Police Department reports crime through the federal Uniform Crime Reporting system, which collects crime data nationwide. Crimes reported through this system are known as Part I crimes and include murder, rape, robbery, aggravated assault, auto theft, burglary and larceny.



Marietta Police Officer P. Byrd

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Marietta Named One of 10 Best Communities in United States



The National Civic League crowned the city of Marietta one of the 10 best communities in the nation as a 2006 All-America City, the oldest and most respected community recognition award in the country. Nearly 600 communities began the application process, and Marietta beat other national finalists for the award, which recognizes exemplary grassroots community problem-solving. Winners in previous years have been honored at the White House.

Finalists participated in a final round of the All-America City competition in Anaheim, Calif., June 9-11. Each delegation presented three innovative community programs to a jury of national civic



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New Community for Families, Seniors Opens in Marietta

A once condemned apartment complex off Austell Road has been torn down and replaced with a brand new mixed-income housing development that includes senior housing, apartments and owner-occupied single-family homes.

Walton Communities' new development at the corner of Austell Road and Roberta Drive in Marietta consists of 208 family-style apartments. The Legacy at Walton Village, located inside the gates of the same community, has 125 apartments for active adults 55 and up. Owner-occupied housing is included, too, with 24 single-family detached homes planned for the community and 55 townhouse-style condominiums.

Amenities of Walton Village include a state-of-the-art fitness center, children's adventure park, pool with water feature, library and a media center, where residents can check out books and movies at no charge. An Adventure Center provides a free after-school enrichment program for resident children in kindergarten through fifth grade.

Senior residents of the Legacy at Walton Village receive free membership to the Legacy Center, a facility that includes a large multi-purpose room with fully-equipped kitchen for gatherings, a Morning Room with coffee bar, where residents can enjoy a morning paper and a cup of coffee with friends, a fitness center geared specifically to the needs of older adults, a craft room and their own library and media center. Social activities and seminars are planned for those residents who wish to participate at the Center. Seniors can also enjoy a movie with friends in a special theater.

City Council has encouraged more diverse housing units, senior housing and single-family detached housing throughout the city. The project is slated for completion this summer. ♣



Powder Springs Street to Get \$40 Million Redevelopment

How often have you driven on Powder Springs Street and wondered what was happening on the large piece of land down the hill and across from the cemetery?

Contractors demolished commercial buildings, including a previous liquor store, at Griggs Street near the site of the former Johnny Walker Homes to build "Marietta Walk." The mixed-use development of retail and office space, residential condominiums, townhomes and single-family detached homes is estimated at \$40 million at its completion.

The city worked with the Marietta Housing Authority to make the redevelopment a reality. The Housing Authority sold the public housing property to the city, which also purchased additional properties at the front of the development near Powder Springs Street. The city then assembled the land and sold it to a developer for the new mixed-used project, which over 600 people helped plan during a public involvement process.

Marietta Housing Authority will use a portion of the \$1.4 million proceeds from the sale of the property for home ownership and housing assistance for low-income families.

The new Myrick Company development includes 58 townhomes and 18 single-family detached homes to be built by Whitehall Homes. Construction for utilities and roads is underway and should be finished this spring. Residential construction is expected to begin in April or May of this year.

Phase two of the development, expected to begin in the fall of 2007, will consist of two four-story buildings including approximately 45 condos, 25,000 square feet of retail space, and 35,000 square feet of office space.

Home prices will range from the mid \$200,000s to the \$400,000s.

The redevelopment of the former public housing site is a goal city council adopted as part of its most recent vision statement, which includes offering a variety of housing types with a majority of residences being owner-occupied. ♣

Construction Begins at Mixed-use Development Just off Marietta Square

Winter Properties will soon begin constructing "Meeting Park," a mixed-use community just off the historic Marietta Square. The \$112 million development will encompass over 12 acres between Roswell Street and Waterman Street, which was once the site of Clay Homes, built in 1941 and the oldest public housing complex in Marietta.

Marietta Housing Authority sold the property for redevelopment and will use a portion of the \$6 million proceeds for home ownership and housing assistance for low-income families. Housing for people of all ages and incomes is a goal Marietta City Council established.

The new development will consist of 159 residential condominium units, ranging from 900 to 1,600 square feet; 131 townhomes, ranging from 1,000 to 3,000 square feet; and nine single-family residences, ranging from 2,500 to 3,000 square feet. There will also be 78,000 square feet of retail and office space, a central neighborhood park and additional green space. Homes will range from the low \$200,000s to the \$600,000s.

Winter Properties worked closely with planners, designers, local residents, and civic leaders to envision a special place with a vibrant center that stays true to Marietta's hometown feel.



Meeting Park will feature:

- ❖ Neighborhood-oriented retail space with shops, services, and restaurants
- ❖ Urban village lifestyle with work and play options within walking distance
- ❖ Public green space and parks
- ❖ Tree-lined streets with sidewalks on both sides
- ❖ Swimming pool
- ❖ Clubhouse
- ❖ Fitness center

Utilities and roads are to be built this spring, and the first phase of the development is slated to be complete in fall 2008. The entire community is scheduled to be complete in late 2009. ♣

Neighborhood Being Transformed with 265 New Homes



The city of Marietta has taken a bold move to transform a neighborhood with few owner-occupied houses and once plagued by a high crime rate that was destroying a surrounding neighborhood. City Council took a major gamble and committed \$5 million — roughly half of the city's reserves — to purchase rental properties that were then assembled for redevelopment.



New owner-occupied single-family homes are under construction, launching a \$55 million mixed-use redevelopment in the heart of the city. Hedgewood Properties is developing the "Manget" community off South Marietta Parkway into neo-traditional new homes located near Lakewood Drive, Manget, Frasier, Haley and Waterman Streets and South Avenue.

The project, which will include single-family detached homes, attached single-family townhomes and residential condominium buildings,

will offer a wide range of housing types and prices near the Marietta Square.

The new Manget development will create owner-occupied housing in the area while reducing the number of available rentals. The redevelopment will include 265 homes and increase home ownership in the surrounding area from 21 percent up to 61 percent.

Single-family homes ranging from 1,850 to 2,500 square feet are priced from the \$400,000s. Townhomes ranging from 1,500 to 2,800 square feet are priced from the low \$300,000s. Condominium homes will start in the \$200,000s.

The redevelopment is a result of a 15-month process that included four neighborhood meetings while the city sought proposals, selected a developer and reviewed potential plans. The project will include parks, tree-lined sidewalks and large porches. ♣



Lofts Completed on Hill Above Atlanta Street

Residents and businesses are moving into a new loft community overlooking Atlanta Street and the South Loop. Completed in January 2007, the "Marietta Mill Lofts" residential and office condominium building features one, two and three-bedroom floor plans along with four penthouses.



Remaining residential units are priced from \$213,000 to \$329,000. Commercial office suites range from 1,150 to 1,500 square feet and are priced from \$208,000 to \$367,000.

Church Street Partners developed the project. ♣

City Surpasses Goals, Refines Vision

The city of Marietta has been so successful in meeting its goals — some ahead of schedule — that city leaders engaged the public and went back to the drawing table to outline a revised plan for the future of our community.

In 2000, Marietta completed a comprehensive planning process that used citizen workshops, visioning exercises and stakeholder interviews to define the public's goals for Marietta's future. The result was "Envision Marietta," a master plan for the city.

Based on the tremendous successes achieved since Envision Marietta, city leaders again went to the community in 2006 and revised the vision for the city. After a series of public meetings, City Council adopted updated goals with new timelines to shape the future of Marietta.

Marietta's Vision

- ❖ Marietta is a livable city in a great metropolitan area, dedicated to being a clean city, with trees, green spaces and boulevards.
- ❖ It is a dynamic business center that has retail, offices and environmentally friendly industry. We honor our past, preserve our history and welcome the future.
- ❖ The city cherishes culture and arts and is a tourist destination and an entertainment center for the region.
- ❖ Ours is a city of mixed-uses and diverse urban design. Our city has a well-defined, vibrant downtown and neighborhoods that mix residences, parks, green spaces and businesses.

- ❖ Marietta offers housing for people of all ages, incomes and ethnic backgrounds so that generations of families can live within our city. We recognize the importance of homeownership, and our vision is that a majority of our residences will be owner-occupied.
- ❖ Marietta is a hub of activity, where traffic, transit and pedestrians move about easily and safely.
- ❖ Marietta is a place where citizens are positively involved in decision-making, through boards, community organizations and community meetings.
- ❖ City council is committed to ethical behavior. ♣

Marietta Launches Program Ensuring "Trees for Tomorrow"

The city of Marietta announced a multi-faceted program to preserve and replant trees in the city for future generations and launched an effort to beautify the gateways leading into the city.

The Georgia Forestry Commission awarded Marietta a \$15,000 grant, and the city will contribute an additional \$38,500 worth of funding and resources to green up major corridors in the city.

Local officials kicked off the "Marietta Trees for Tomorrow" effort by announcing the hiring of a consulting firm to develop a master landscaping plan for the city's primary corridors and historic streets. JB+A Inc. will analyze and inventory trees along key corridors within the right of way as well as significant trees on private property adjacent to the right of way.

The city will use the information to develop a coordinated comprehensive plan for tree planting and a replanting schedule to preserve the tree canopy along historic streets. The survey and plan should be completed by April 2007 with the first plantings in the spring of 2007.

Streets included in the tree inventory and master plan include Atlanta Road; the North and South Loops from Interstate 75 west to Whitlock near the Marietta Square; Church and Cherokee Streets from the Square to Tower Road; Tower Road from Church Street east to the railroad.

Additional streets will be landscaped as part of the 2005 special purpose local option sales tax (SPLOST) to coordinate with the new, overall master plan. Those streets include Roswell, Powder Springs and Fairground.

The city also announced the contracting of an arborist to assist in creating educational materials for the public and developers on how to save trees. The arborist will also inspect existing trees and assist in developing landscape plans to beautify areas entering Marietta. City council funded the position to implement the vision they set for greening the city.

The Trees for Tomorrow initiative builds on work the Marietta Tree Keepers began in 2002 to plant, protect and preserve trees in the city. The non-profit, volunteer organization of 150 members has planted over 1,000 trees since organizing. ♣



Marietta Named One of 10 Best Communities in United States

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affairs experts. The finalists' presentations addressed a wide range of social and community issues, including youth, education, poverty, affordable housing and race relations.

The "Academy Award®" for cities

Since 1949, the All-America City Award has recognized civic excellence, honoring communities of all sizes in which citizens, government, businesses and volunteer organizations work together to address critical local issues. Being selected a winner substantiates that Marietta is a model for the nation by using extensive planning efforts and approaches to facing difficult challenges in innovative and collaborative ways.

"The city is honored to win the All-America City award because only four other Georgia communities have won in the award's 57-year history," Marietta City Manager Bill Bruton said. "It means the work we're doing is among the best in the country, and it's great that others recognize it, too."

Community is the reason Marietta won

Dozens of community programs and organizations were cited in the city's award application, and many were part of the Marietta delegation that competed before the jury.

"Everyone in Marietta should be proud, because winning the award is the result of

the entire community working together every day," Bruton said. "We appreciate the community's work for the great progress we've made the last three years."

The National Civic League awarded Marietta because the city showed it is successfully resolving issues with active citizen involvement, volunteer and business resources, efficient government, community vision and collaboration.

Reduced crime

In its application, Marietta demonstrated how three unique projects were solving challenges through community partnerships. The first was Marietta's efforts to reduce crime and stabilize deteriorating neighborhoods by creating M-STAR. The citywide program combines community policing and computer analysis of crime trends with accountability of city staff and public involvement. M-STAR has resulted in many successes, the most notable being a reduction of crime.

Invested \$344 million in redevelopment

The Marietta Revitalization Program was the second initiative submitted to judges. Its goal is to save the city from decline and create a stronger sense of community by balancing the city's housing stock, stabilizing school enrollments, creating affordable workforce housing and revitalizing neighborhoods. The city has made substantial progress toward

increasing the percentage of homeowners while reducing substandard rental units.

Read one billion words

Judges required a third program benefit children, and the city explained how "Marietta Reads," a citywide effort led by Marietta City Schools to foster reading and literacy, has increased student test scores and library book circulation.

Community will benefit from award

This is the first time Marietta has been selected a finalist and a winner, and the city should experience economic and community benefits as one of only 10 winners in the year's national competition. ♣



Marietta Cuts Crime Nearly Half

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While departments generally comment on an overall decrease or increase in crimes from year to year, fluctuations in each of the crime categories reported through the system occur. Sometimes a certain crime category may go up in a given year, while the overall Part I crime goes down or vice versa.

Despite a 14.5 percent increase in Part 1 crimes from 2005 to 2006, Marietta's overall crime rate decreased every year since 2000.

Four of Marietta's seven Part I crime categories — murder, rape, burglary and larceny

— were less in 2006 than the 10-year average within the city limits.

"We believe that one crime is too many, and the Police Department is working hard to keep our community safe," Marietta Police Chief Dan Flynn said.

Even with the city's long-term success in achieving dramatic reductions in crime, police officials are concerned about marginal increases in some crime categories that occurred in 2006. That trend was repeated nationwide as crime increased in most American cities last year.

As a result, the Marietta Police Department has doubled its crime-fighting efforts and is focusing on areas that experienced the most crime in 2006, including the vicinity of Franklin and Delk Roads.

Led by the Marietta Police Department, city staff are working with the community to finalize a comprehensive collaborative crime reduction plan. Features will include:

- ❖ Series of enforcement activities
- ❖ Collaborative public-private agreement designed to reduce crime and disorder associated with a large-scale alcohol establishment in the area

- ❖ Training and certification of police officers and apartment complex owners in a program called "Crime Free Housing" designed to reduce crime in rental housing

- ❖ Abatement of public nuisances in the area
- ❖ Increased patrols

The new plan is expected to be implemented in April 2007.

The Marietta Police Department's M-STAR program — or Marietta Strategically Targeting Areas with Resources — is a component of the crime reduction. The citywide effort combines community policing and computer analysis of crime trends with the involvement of all city departments and citizens. Police officers, employees from other city departments and citizens work as a team to resolve crime and quality of life issues within the city's residential and business communities.

The M-STAR program was an integral part of Marietta earning the All-America City award in June 2006 as one of the 10 best communities in America. ❖



Officer R. Hawkins of the Marietta Police Department

Citizens Get New Park

The city of Marietta finalized the purchase of Hickory Hills Park — off Chestnut Hill Road — from Marietta City Schools in an exchange that includes a renovated public park and improved sidewalks near two schools for better student safety.

"This great project will benefit children and citizens for generations," city parks director Rich Buss said. "The community will have a park for organized events that is larger than any other park we have."

As part of the intergovernmental agreement, the city of Marietta transferred ownership of a previously used fire station on Polk Street to the school system, whose educational foundation is leasing the property.

"We've worked on this for 12 years, and I'm glad this day is finally here," Buss said. "This park will benefit the entire community because of the excellent relationship between the Marietta school system and the city."

Improvements to the trail at the park are included, and citizens will be invited to help plan the park's renovation. As part of city council's vision for revitalized parks and public input, the city will initiate a public planning process to develop a citywide master plan for its parks. The plan could include improved facilities, a well-maintained walking trail/track, playground equipment and youth soccer fields for public use.

The city will also invest up to \$100,000 in improvements to the sidewalk network near Park Street Elementary School and install a sidewalk on the western side of Polk Street Extension to provide better safety for children walking to Marietta High School.

The city purchased from the school system most of Hickory Hills Park for public use. Tennis courts on the property are not included in the purchase.

City Council's vision statement encourages creating new parks for active and passive use in Marietta. ❖




Master Plan for Henry Park Approved

Marietta City Council approved the master plan for Henry Park near the new site for Marietta Walk, formerly the Johnny Walker Homes complex. Henry Drive, Reynolds and Wright Streets surround the park, which is off Powder Springs Street.

As part of the city's goal to involve the community in decision-making, several meetings were held with the neighborhood to refine the master plan before it was approved. The plan includes play areas and swings, handicap access, half-court basketball, a discovery garden,

multi-purpose field, a walking trail, landscaping, a plaza with public art and a shelter.

The city will begin construction early this spring, and the park could open as early as late 2007.

Marietta's vision statement encourages revitalization of current parks, and approval of the Henry Park master plan will rejuvenate park and green space for the community. 



Revitalization of Frasier Circle Nearly Complete

One of the first redevelopment projects in Marietta is nearly finished with the final homes in the “Village at Frasier Park” scheduled for completion this spring. The owner-occupied houses being created are bringing a once extinct neighborhood back to life near Park and Roswell Streets.

Developer Marty Littleton transformed run-down duplex rental units into 40 craftsman-style townhomes with front porches and sidewalks.

The affordable intown neighborhood features single and two-story homes with two, three and four-bedroom plans. Units range from 1,000 to 2,200 square feet and are priced in the low \$200,000s.

In the 1940s, the Frasier Circle area was one of Marietta's most prosperous neighborhoods and home to many physicians. 🌸



Calendar of Events

March 24

Easter Egg Hunt, Laurel Park



April is Keep America Beautiful Month

April 14

Love the Loop, Public Works

April 16-May 11

Cobb County Senior Games, various locations

April 27

Glover Park Evening Concert

April 29

Taste of Marietta, Marietta

May is Older American Month

May 5, 6

May-retta Daze Arts & Crafts Festival Glover Park, Marietta Square



May 3, 10, 17, 24, 31

Brown Bag Concert, Glover Park, Marietta

May 25

Glover Park Evening Concert

June 4

Summer Day Camp Begins, Laurel Park

June 9

Take a Kid Fishing, Laurel Park



June 29

Glover Park Evening Concert

July is Parks & Recreation Month

July 4

Fourth in the Park, Glover Park, Marietta Square



July 14

Family Fish and Fun Day

July 14

Love the Loop, Public Works

July 27

Glover Park Evening Concert

August 20 - September 13

Youth Basketball Registration, 3rd floor City Hall

August 24

Glover Park Evening Concert



Get city news by e-mail

Subscribe to the city of Marietta's E-News mailing list to receive the latest city news, events, job openings and emergency updates by e-mail. Log on to www.mariettaga.gov to subscribe. ♣

September 1-3

Art in the Park, Glover Park, Marietta Square

September 4

Adult Basketball League Registration Begins

September 6, 13, 20, 27

Brown Bag Concert, Glover Park, Marietta Square

September 12

Senior Fishing Tournament, Laurel Park

September 15

Antique Festival, Marietta Square



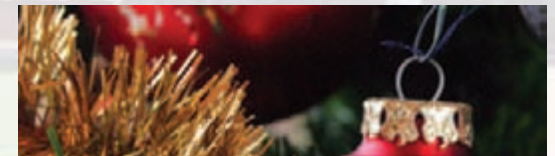
October 13

Love the Loop, Public Works

October 20

Harvest Square Arts and Crafts Festival; Halloween Happenings; Scarecrows on the Square, Glover Park, Marietta Square

November is America Recycles Month



November 29

Christmas Tree Lighting, Glover Park, Marietta Square

December weekends

Santa on the Square, Marietta Square

Blueprint Marietta is a publication of the city of Marietta Public Information Office to inform residents and property owners about city news, services and events. The newsletter is produced and mailed quarterly to residents and business owners within the city limits and is also available on the city's Web site.

Comments and suggestions are welcomed and may be directed to:

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Marietta City Council

Ward 1 - Annette Paige Lewis
Ward 2 - Griffin Chalfant
Ward 3 - Holly Marie Walquist
Ward 4 - Irvan Alan Pearlberg

Ward 5 - Anthony Coleman
Ward 6 - Jim King
Ward 7 - Philip Goldstein

Seven-story Redevelopment Rising Near Library

What was once an aging gas station and mini mart blocks from the Square will soon be a new seven-story development overlooking downtown. “Emerson Overlook” is coming to the corner of Roswell Street and Coryell Street, only four walking blocks to the Square and near the library.

This new construction by de Oplossing, Inc. is underway and will offer condominiums within walking distance to the restaurants and shops downtown. The mixed-use development will include 30,000 square feet of ground floor retail or class A office space, 36 luxury condominiums ranging in size from 1,100 to 4,000 square feet and over 200 parking spaces.

Emerson Overlook will be priced starting from the low \$200,000s. Design highlights feature high ceilings, functional living and entertainment space, granite countertops, custom cabinetry, hardwood flooring, crown molding, large closets and bathrooms. ♦



City Departments and Divisions

Budget (770) 794-5544	Community Development (770) 794-5437	Finance (770) 794-5544	Marietta Fire (770) 794-5450 For emergencies call 9-1-1	Parks, Recreation and Facilities (770) 794-5601	Sanitation (770) 794-5581
Building Inspection (770) 794-5650	Court (770) 794-5400	Fleet Maintenance (770) 794-5660	Marietta Police (770) 794-5300 For emergencies call 9-1-1	Personnel and Risk Management (770) 794-5562	Section 8 (770) 794-5430
Business License (770) 794-5520	Development Services (770) 794-5669	Geographic Information Systems (GIS) (770) 794-5552	Marietta Power (770) 794-5150	Planning and Zoning (770) 794-5440	Streets and Maintenance (770) 794-5676
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